

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PROJECT LEADER: L. Mims Evans, R. E. Tinker
PERIOD COVERED: June, 1988
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I. PROJECT TOLSTOY (VARIOUS COUNTRIES)

- A. Objective: Develop an upscale Russian-style cigarette.
- B. Results: Prototypes in 30 mm tube/19 mm filter/35 mm tobacco column configuration with cork, white and cork & white spiral designs were re-fabricated using uncoated tubes. These prototypes were presented at the Greenbrier Conference.
- C. Plans: At management's request, a milder version will be developed.

II. PROJECT RFM (SINGAPORE)

- A. Objective: Develop a subjectively acceptable menthol product with a recessed filter.
- B. Results: Specifications were finalized, and a factory trial was completed.
- C. Plans: Launch is planned for August, 1988.

III. PROJECT DRAGON (PRC)

- A. Objective: Develop a "blended" KS cigarette to be a non-PM trademark owned and manufactured by CNTC. Tar targets: 17-19 mg. (GCF-2 factory), and less than 15 mg. (ZCF factory).
- B. Results: A book is being prepared for presentation to GCF-2 factory management. This book summarized blends, casings/flavors, and cigarette construction proposed for the five prototypes.
- C. Plans: A return visit to GCF-2 is tentatively planned for the week of July 11.

II. PROJECT DANNY (MALAYSIA)

- A. Objective: Increase inclusion of local tobacco in Marlboro while attempting to maintain the taste character of the product.
- B. Results: Consumer testing of a 50% local inclusion prototype vs. control (35% local) indicated parity.
- C. Plans: A 40% local inclusion prototype will be consumer tested vs. control.